

REMARKS

Applicants respectfully request consideration of the subject application as amended herein. This Amendment is submitted in response to Office Action mailed on March 14, 2006. In this Amendment, claims 15-16, 18-23, 27, and 29-31 are rejected. Claims 15, 20, and 27 have been amended. No new matter is added by this Amendment.

Rejections under 35 U.S.C. § 103(a)

The Examiner has rejected claims 15-16, 18-21, 27, and 29-31 under 35 U.S.C. §103(a) as being unpatentable 6,312,304 (Duthaler) in view of WO. Patent No. 97/05556 (Falls) as previously applied, and further in view of 5,545,291(Smith).

Applicant respectfully submits that **Duthaler in combination with Falls and Smith** did not describe, teach, suggest, or even motivate claims 15-16, 18-21, 27, and 29-31 in the currently amended forms.

The combination of the three references did not provide at least the element that the blocks, the receivers, and the display material are assembled together to form the display on a continuous web process line. More particularly, none of Duthaler, Falls, and Smith taught or suggested even that the blocks are deposited onto the flexible web substrate, the receiver is coupled to the blocks on the web substrate, and that the display panel is coupled to the web substrate to form a display on a continuous web process line.

Even if Falls described an automate real-time information display method, that is not the same as assembling active shaped blocks to a web substrate and laminating or coupling a display panel to the web substrate to form a display as recited in the claims.

Indeed, none of Falls, Duthaler, and Smith pertained to a web process or a method

using a web process that incorporate a method to deposit active blocks, form a backplane for a display and then laminate a display material thereto to form a plurality of displays.

The Examiner has also rejected claims 22 under 35 U.S.C. §103(a) as being unpatentable over Duthaler. In view of Falls and Smith and further in view of 5,664,032 (Bischel).

Applicant respectfully submits that **Duthaler in combination with Falls, Smith and Bischel** did not describe, teach, suggest, or even motivate claim 22 for the same reasons stated above.

Furthermore, none of Falls, Duthaler, and Smith disclosed or suggested an electronic device incorporated into the web process line to check for empty recess region as recited in the amended claim 20.

CONCLUSION

Applicants respectfully submit that in view of the amendments and arguments set forth herein, the rejections herein have been overcome. Accordingly, it is believed that all claims now pending patentably define the subject invention over the prior art of record and are in condition for allowance and such action is earnestly solicited at the earliest possible date.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Mimi Dao at (408) 720-8300.

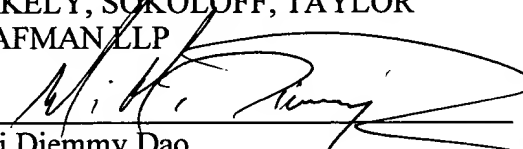
Deposit Account Authorization

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR
& ZAFMAN LLP

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Mimi Diemmy Dao
Attorney for Applicant
Registration No. 45,628

12400 Wilshire Boulevard
Seventh Floor
Los Angeles, CA 90025-1026
(408) 720-8300